

JAMES G. NORMAN, JR., M.D.
GENERAL AND ENDOCRINE SURGERY
TRAUMA / CRITICAL CARE
PHONE (813) 972-7527



13000 BRUCE B. DOWNS BOULEVARD
DEPARTMENT OF SURGERY #112
TAMPA, FLORIDA 33612
FAX (813) 978-5936

REDACTED

REDACTED

Kenneth Dotson
Sportsline, Inc.
954-351-9175

Forward

Dear Kenneth,

Thank you for taking the time to discuss my project. I am enclosing my thoughts as I put them down on paper. I also included a few pages which are hand drawn to illustrate one such topic page (Your Liver) then a secondary page on this site (Jaundice). At the bottom of the jaundice page is a choice to find a physician in your home town with an expertise in this area (Your Doctor). When this is clicked it goes to a map, the user clicks on Florida and up comes the page of Dr Gail Norman.

There is also a page for the physician Gail Norman who is one of our customers with a web page located at GailNorman@YourDoctor.com. She paid \$999 to get two pages (this one and one with a biography and office information/map). This got her listed on 3 Your Doctor topic pages of her choice (contraception, depression, cholesterol) and then she paid an additional \$59 per year for each of the other three topic pages (high blood pressure, diabetes, jaundice).

Please excuse the hand written pages. Some of my ideas can be found on my current web site: www.endocrine-surgery.com. Keep in mind that I have a nicer series of pages in mind for the project at hand, but you can see the nice anatomical drawings on each page.

My home phone number is (813) 971-2590

My work number is (813) 972-7527

Thanks once again


Jim Norman

TAMPA ST. PETERSBURG SARASOTA FORT MYERS LAKE LAND
THE UNIVERSITY OF SOUTH FLORIDA IS AN AFFIRMATIVE ACTION / EQUAL OPPORTUNITY INSTITUTION

Exhibit

Gail Norman is a Family Practitioner.

She spends too much time teaching every patient about:

- Contraception
- Depression
- Cholesterol
- High Blood Pressure
- Diabetic Diets
- jaundice

each diagnosis has
a billing* & Procedure*
code which we can
link into specific
information types, (education,
labs, research, etc)

* Billing = ICD - Diagnosis
* Procedure = CPT

She tells her patients a few things, then refers
them to her web page: ~~GNorman~~ GNorman@yourdoctor.com.

She also gives a print-out of these pages to the patient
to "cover her butt" This saves her time, ^{-30-60 min/day} of gives
the impression that ~~to~~ she is up on all the latest
medical news & techniques - she is a great doctor!

she also got our site a new customer! (without a
search engine!!)

A Typical
Physicians Home Page ~~Dr Norman~~ @ your doctor.com

Welcome to my home page ←

- For more information on me & my biography
- Map to my office
- Information on common diseases that I treat:

\$1,000 =
year
just to
be here

Codes & Key words
programmed into the diagnosis codes
Finding information Automate

ICD/CPT • Contraception

ICD/CPT • Depression

ICD/CPT • Cholesterol

ICD/CPT • High Blood Pressure

ICD/CPT • Diabetes Diet

ICD/CPT • Jaundice

Dr Norman pays
Links to "YOUR Doctor"
Pages (contraception.com
Depression.com, Cholesterol.com
High Blood.com
etc)

end physician
Chattel.

- * NOT accepting New patients
- * AM accepting New patients
- * E-mail/Fax Dr Norman

Dr Norman Pays \$995
per year for e-mail forwarding.

man,

REDACTED

Dr Norman pays
\$995
per year for every link
But it saves her an hour
per day. She has
as many links
as she wants.

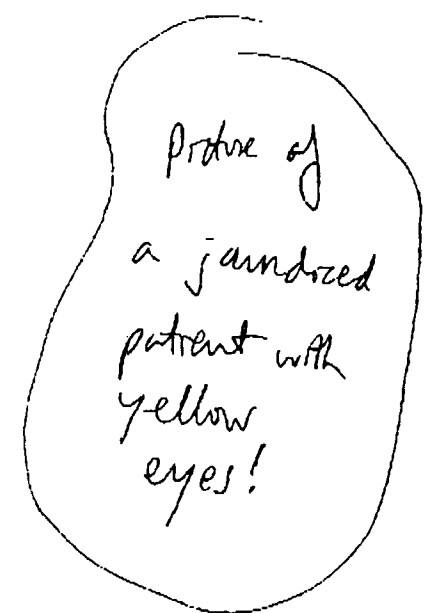
Note:
 Entire HTML page
 Has keywords AND CPT/ICD
 codes in the
 meta tag line!
 So, baby does, this yet!



PAGE 2

JAUNDICE

[Signature]



Picture of
 a jaundiced
 patient with
 yellow
 eyes!

(02)

Jaundice is a term used
 to describe the discoloration of
 the skin when too much bile
 is released into the blood stream.

Animated GIF

of bile being released
 from the liver into the
 blood stream making the
 patient yellow.

- Causes of jaundice
- Treatments for jaundice
- Medical therapies
- Your physician

[Signature]

← This page has
 ads from
 Glaxo, Merck, etc.!!

animated GIF

Find a doctor in your town
 who specializes in jaundice

Links to USA map
 click on Florida - Find
 Dr Norman's page in Tampa.

REDACTED

Norman,

Logo Font

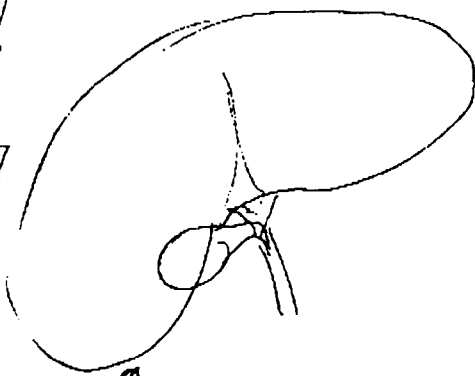
your

LIVER

TOPIC PAGE /
FIRST PAGE

your guide to health information & your local specialist.

- your Adrenals
- your pancreas
- your skin
- your Spleen
- your esophagus
- your thyroid
- your Breast
- your Cholesterol



click on the liver to
see it make digestive bile

- Normal liver functions
- Cirrhosis
- jaundice
- Liver disease
- Hepatitis
- your ~~Physician~~ ^{Doctor}
- your ~~Hepatobiliary Surgeon~~
- your ~~Gastroenterologist~~

when this selected
goes to page
2

*note - links can
be standard Hypertext
or it can be via
the underlying ICD
CPT or other codes/key
words

The Liver is a big organ in your belly. It is
purple in color & is vital to your health....

This page is a member of the "Your ^{Logo} Doctor"
Health Pages

Norman,
REDACTED